

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : WILLIAM D. KNNEDY

Examiner:

Serial No.: (Atty. Docket 102045)

Art Unit:

Filed : HEREWITH

For : METHOD TO CREATE A CUSTOMIZED E-COMMERCE STORE



CERTIFICATE OF MAILING

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being deposited with the United States Postal Service on the date shown below with sufficient postage as first class mail in an envelope addressed to the: Assistant Commissioner for Patents, Washington, D.C. 20231.

Date: _____ Gregory S. Rosenblatt
Name of Person Mailing Paper

Signature of Person Mailing Paper

INFORMATION DISCLOSURE TRANSMITTAL LETTER

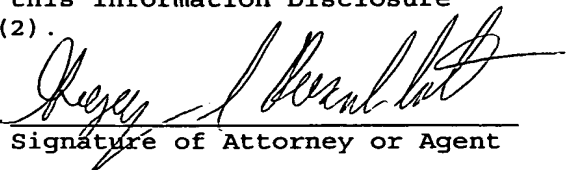
ASSISTANT COMMISSIONER FOR PATENTS
PATENT AND TRADEMARK OFFICE
WASHINGTON, D.C. 20231

Dear Sir:

Pursuant to 37 C.F.R. 1.510(b)(3), enclosed are an Information Disclosure Statement, Form PTO-1449 and one copy of each reference. It is respectfully requested that the information be expressly considered during the prosecution of this application, and that the reference(s) be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

- [X] 1. The accompanying Information Disclosure Statement is being filed within three months of the U.S. filing date OR before the mailing date of a first Office Action on the merits. No certification or fee is required.
- [] 2. The accompanying Information Disclosure Statement is being filed more than three months after the U.S. filing date AND after the mailing date of the first Office Action on the merits, but before the mailing date of a Final Rejection or Notice of Allowance.

- [] a. Each item of information contained in the Information Disclosure Statement filed herewith was cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this Information Disclosure Statement. 37 C.F.R. 1.97(e)(1); and no fee is required under 37 C.F.R. 1.17(p).
- [] b. No item of information in the Information Disclosure Statement filed herewith was cited in a communication from a foreign patent office in a counterpart foreign application or, to my knowledge after making reasonable inquiry, was known to any individual designated in 37 CFR §1.56(c) more than three months prior to the filing of this Information Disclosure Statement. 37 C.F.R. 1.97(e)(2); and no fee is required under 37 C.F.R. 1.17(p).
- [] c. Please charge Deposit Account No. 23-1665 in the amount of \$240.00 in payment of the fee under 37 C.F.R. 1.17(p). Two additional copies of this transmittal are enclosed.
- [] 3. The accompanying Information Disclosure Statement is being filed more than three months after the U.S. filing date and after the mailing date of a Final Rejection or Notice of Allowance, but before payment of the Issue Fee. It is hereby requested that the Information Disclosure Statement be considered. Please charge Deposit Account No. 23-1665 in the amount of \$130.00 in payment of the fee under 37 C.F.R. 1.17(i)(1). Two additional copies of this transmittal are enclosed.
- [] a. Each item of information contained in the Information Disclosure Statement filed herewith was cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this Information Disclosure Statement. 37 C.F.R. 1.97(e)(1).
- [] b. No item of information in the Information Disclosure Statement filed herewith was cited in a communication from a foreign patent office in a counterpart foreign application or, to my knowledge after making reasonable inquiry, was known to any individual designated in 37 CFR §1.56(c) more than three months prior to the filing of this Information Disclosure Statement. 37 C.F.R. 1.97(e)(2).


Signature of Attorney or Agent

Tel. No.: (203) 498-4566

Date: SEPTEMBER 27, 1999

Gregory S. Rosenblatt
Name of Attorney or Agent
Reg. No. 32,489

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IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

APPLICANT: WILLIAM D. KENNEDY

SERIAL NO.: (Attorney's Docket No. 102045)

FILED:

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INFORMATION DISCLOSURE STATEMENT

ASST. COMMISSIONER FOR PATENTS
U.S. PATENT & TRADEMARK OFFICE
WASHINGTON, D.C. 20231

Dear Sir:

In keeping with the duty of candor and good faith owed to the Patent and Trademark Office, applicant wishes to make of record the items on attached PTO Form 1449 which were considered during the preparation of the above patent application. Copies of the items are provided in accordance with 37 CFR 1.98.

U.S. Patent No. 5,740,425 entitled "Data Structure and Method for Publishing Electronic and Printed Product Catalogs" by Povilus issued April 14, 1998.

U.S. Patent No. 5,870,733 entitled "Automated System and Method for Providing Access Data Concerning an Item of Business Property" by Bass et al. issued February 9, 1999.

U.S. Patent No. 5,878,416 entitled "Automated System and Method for Matching an Item of Business Property to a Recipient" by Harris et al. issued March 2, 1999.

U.S. Patent No. 5,897,623 entitled "Interface Method for Providing Information About Items on a List for Interactive Television" by Fein et al. issued April 27, 1999.

U.S. Patent No. 5,897,639 entitled "Electronic Catalog System and Method with Enhanced Feature-Based Search" by Greef et al. issued April 27, 1999.

U.S. Patent No. 5,899,980 entitled "Retail Method Over a Wide Area Network" by Wilf et al. issued May 4, 1999.

U.S. Patent No. 5,909,492 entitled "Network Sales System" by Payne et al. issued June 1, 1999.

U.S. Patent No. 5,910,896 entitled "Shipment Transaction System and an Arrangement Therefor" by Hahn-Carlson issued June 8, 1999.

U.S. Patent No. 5,918,214 entitled "System and Method for Finding Product and Service Related Information on the Internet" by Perkowski issued June 29, 1999.

The following publications were considered during the preparation and prosecution of the parent patent application.

Fleishman, "No ExSKUses" appearing in Business 2.0, 09/99, pages 77-78. The publication discloses a desire to include product information and categorization in ebusiness data bases.

Davis, "The Web's Trillion-Dollar Secret" appearing in Business 2.0, 09/99, pages 84-124. The publication discloses a number of business plans for business to business ecommerce.

Gurley, "The Evolving World of W-Tailing" appearing in CNET News.com, 08/99. The publication discloses methods of doing retail business on the Internet. Vstore, referenced in this publication is the assignee of the present patent application and the inventor under an obligation to assign his rights to Vstore.

Affina, "Now Anyone Can Have a Storefront - It's Free" - copyright 1999. The publication discloses an affiliate program for e-commerce.

Iconomy.com, "The New World Iconomy" - copyright 1999. The publication discloses an e-commerce system providing back-end support to a private label merchant.

The undersigned represents that the closest art of which he is presently aware has been cited herein and understands that this statement shall not be construed as a representation that no better art exists or that a thorough patentability search has been made.

Respectfully submitted,
William D. Kennedy



Signature of Attorney or Agent

Gregory S. Rosenblatt
Name of Attorney or Agent
Reg. No. 32,489

Tel. No.: (203) 498-4566

Date: September 27, 1999

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